

**Organization and Functions**

# **Army National Guard Recruiting and Retention Management Center**

**Headquarters  
Department of the Army  
Washington, DC  
20 June 1985**

**Unclassified**

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# ***SUMMARY of CHANGE***

AR 10-79

Army National Guard Recruiting and Retention Management Center

Identifies the new Army proponent for this regulation and in addition to providing an updated name change to the Recruiting and Retention Management Center (RRMC), it lists the function of the Chief, ARNG RRMC (para 3).

Organization and Functions

Army National Guard Recruiting and Retention Management Center

By Order of the Secretary of the Army:

JOHN A. WICKHAM, JR.  
General, United States Army  
Chief of Staff

Official:

DONALD J. DELANDRO  
Brigadier General, United States Army  
The Adjutant General

**History.** This UPDATE printing publishes a revision which is effective 20 June 1985. Because the structure of the entire revised text has been reorganized, no attempt has been

made to highlight changes from the earlier regulation dated 15 January 1981.

**Summary.** This regulation prescribes the mission and functions of the Army National Guard Recruiting and Retention Management Center.

**Applicability.** This regulation applies to the Army National Guard (ARNG). It does not apply to the Active Army or the U.S. Army Reserve.

**Proponent and exception authority.** Not applicable

**Army management control process. Supplementation.** Supplementation of this regulation and establishment of forms other than DA forms are prohibited without prior approval from the Chief, National Guard Bureau.

**Interim changes.** Interim changes to this

regulation are not official unless they are authenticated by The Adjutant General. Users will destroy interim changes on their expiration dates unless sooner superseded or rescinded.

**Suggested Improvements.** The proponent agency of this regulation is the National Guard Bureau. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to the ARNG RRMC (NGB–ARP–RRM), Suite 820, Plaza West, 1735 North Lynn Street, Arlington, VA 22209-2083.

**Distribution.** Active Army; ARNG; USAR—D.

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\* This regulation supersedes AR 10–79, 15 January 1981.

**RESERVED**

## **1. Purpose**

This regulation sets forth the mission and functions of the Army National Guard Recruiting and Retention Management Center (ARNG RRMCMC). It also prescribes the ARNG RRMCMC (NGB-ARP-RRM) command and staff relationships and channels of communication.

## **2. Mission**

The mission of the ARNG RRMCMC is to provide support and assistance to the 50 States, Guam, Puerto Rico, the Virgin Islands, and the District of Columbia in ARNG recruiting and retention matters.

## **3. Functions**

The functions of the Chief, ARNG RRMCMC are as follows:

- a.* Participates in the development of Army National Guard programs, policies, and procedures pertaining to recruiting and retention, and conducts functional reviews and analyses as required.
- b.* Serves as the proponent for planning, developing, and monitoring programs for the professional development of Army National Guard recruiting and retention personnel; recommends related training programs and changes thereto. This includes, but is not limited to, schools, workshops, and seminars for Recruiting and Retention Managers, area NCOICs, In-Service Recruiters, Military Entrance Processing Station Guidance Counselors, Production Recruiters, AMEDD Recruiters, and Retention Noncommissioned Officers. Coordinates with the Director, Reserve Components Department, Recruiting and Retention School, U.S. Army Soldier Support Institute on these matters.
- c.* Researches, recommends, requisitions, and implements national purchases of goods and services in support of recruiting and retention.
- d.* Monitors the Unit Marksmanship Support Center's recruiting-related efforts.
- e.* Develops and monitors attrition management efforts and the Army National Guard Retention Program, and is responsible for the ARNG Attrition Management Work Group.
- f.* Organizes and conducts the Chief's 50 award ceremonies and the Recruiting and Retention Managers, Full-Time Attrition/Retention Force, In-Service Recruiter, and AMEDD Recruiter conferences/seminars/workshops.
- g.* Serves as the proponent for planning, developing, and monitoring the Army National Guard's In-Service Recruiting Program throughout CONUS, USAREUR, Korea, Hawaii, and Alaska.
- h.* Provides assistance to the States in determining means to accomplish recruiting and retention objectives and recommends actions to improve program effectiveness.
- i.* Plans and manages national advertising program for ARNG recruiting and retention.
- j.* Supports State advertising, sales, and promotional programs.
- k.* Coordinates advertising production with advertising agency.
- l.* Plans, develops and coordinates a national Family Action Plan for the Army National Guard.

## **4. Command and staff relationships**

- a.* The ARNG RRMCMC is a field operating agency of the Chief, National Guard Bureau.
- b.* Specific requirements to insure coordination of technical, functional, and operational aspects of support for ARNG RRMCMC with other agencies will be covered by a memorandum of understanding between the ARNG RRMCMC and the agency or command involved.

## **5. Channels of communication**

Communication between the ARNG RRMCMC and the 50 States, Army elements, DOD components, and civilian agencies on matters affecting missions, operational responsibilities, and resources must be approved by the Chief, Personnel Division, ARNG Directorate, National Guard Bureau.

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